

Kellogg UK celebrates 'Back to School' moment with personalised cereal boxes

Kellogg UK is getting personal with an on-pack promotion, offering consumers the chance to create their own personalised cereal box sleeve as millions of children return to school this week.

Available now until 28th November, people need to collect codes from two promotional packs of Kellogg's breakfast favourites – including Coco Pops, Corn Flakes or Rice Krispies. They are then able to visit www.personalisedsleeves.kelloggs.com where they can upload a photo and personalised message including their child's name, age and favourite colour which will all appear on their personalised cereal box cover.

The promotion was initially introduced last year and has been brought back to mark the return of back to school. It's the moment families get back to more of a routine after the summer holidays, something that breakfast plays a significant role in.

Aimed at parents of children aged from six to 10 years old, the personalised packs are intended to surprise and delight – adding some magic to the back to school milestone. It has been launched by Kellogg UK with the aim of turning the return to school into a memory making moment and providing families with something that can be kept for years to come.

Seanain Mcguigan, brand manager at Kellogg's UK, commented: "As one of the biggest retail periods in the year for cereal, we identified the opportunity for Kellogg's to make a moment of the return to school for the second year running by bringing back an element of personalisation.

"During the 'Back to School' time we tend to see an increase in sales across our cereal portfolio and this year we are hoping that will be bolstered by our latest on-pack promotion. We're excited to see consumers engage on a personal level, with our much-loved brands."

This year, the promotion has also been extended to adults. Those aged 18+ can now get their own Crunchy Nut personalised cereal sleeve – featuring a photo of them on the front of pack, along with three of their favourite things on the back.

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Notes to Editors

For more information, please contact the Kellogg's Press Office on 0161 869 5293 or email

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